

VALLEY BROADCASTING COMPANY
QUARTERLY REPORT
4TH QUARTER, 2002

VALLEY BROADCASTING COMPANY
ISSUES OF CONCERN RESPONSIVE TO
THE PROBLEMS, NEEDS AND INTERESTS
OF CHILDREN 16 YEARS OLD AND UNDER
IN THE SOUTHERN NEVADA AREA
FOR THE FOURTH QUARTER 2002

October 1, 2002 through December 31, 2002

1. **PEER PRESSURE**

Southern Nevada's children recognize and are worried about **peer pressure**. Although friends can and do play an important and positive role in their lives, kids still feel the pressure and **stress** of drinking **alcohol**, taking **drugs**, and **smoking**. There is also pressure to have **sex** and the subsequent concern of **pregnancy**. Kids also express the stress of life including homework, the fear of violence, and fear of kidnappings.

2. **SCHOOL**

School is an important part of children's lives. **Safety** is always a concern with both parents and children. Reinforcing **positive aspects** of school is a goal that is supported by the School District and parents. **School activities** are equally as important for students and their education.

3. **VIOLENCE**

Our kids today are aware of so much more than our children of the past. Kids today recognize the **violence** that surrounds them and express their fear of **kidnapping** and **guns**. **Gangs** continue to spread **hatred** among our youth and the pressure to fit in is an issue that our kids still face today as they always have in the past.

4. **ACTIVITIES**

Activities are a significant part of children's lives. Kids enjoy team **sport activities**. They enjoy participating in **community parks and recreational organizations** and **church activities**. Kids enjoy doing things with their **friends and family**. They also enjoy television, video games and even homework thanks to **computers**.

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